

Table 7.13-- TRIP CHARACTERISTICS OF VISITORS, BY DIRECTION OF TRAVEL: 1996 AND 1997

[Limited to visitors staying overnight or longer. Includes both visitors destined to and beyond Hawaii]

Subject	Westbound		Eastbound	
	1996	1997	1996	1997
All visitors 1/	4,004,450	4,077,950	2,825,350	2,798,190
Purpose of visit: 1/				
Pleasure	3,128,890	3,187,090	2,536,910	2,509,780
Honeymoon	258,660	262,320	301,940	358,890
Meetings, conventions, incentive 1/	341,680	340,400	87,500	103,170
Convention	217,560	211,310	38,300	38,780
Corporate meeting	69,810	74,400	20,410	33,130
Incentive	58,990	60,020	29,720	32,800
Other business	171,330	176,250	52,680	23,430
Visit friends or relatives	345,940	346,410	72,940	64,080
Government or military	53,710	54,490	29,910	19,040
Attend school	10,790	10,800	12,930	23,840
Traveler method:				
Tour group	405,100	383,760	1,670,330	1,240,530
Package	1,486,650	1,463,640	2,078,030	1,925,720
Group tour and package	322,790	306,660	1,628,090	1,193,720
True independent	2,435,500	2,537,210	705,080	825,660
Accommodations:				
Hotel	2,487,160	2,490,310	2,379,850	2,322,780
Hotel only	2,222,480	2,226,280	2,337,430	2,276,690
Condo	1,022,170	1,076,430	255,450	316,810
Condo only	842,940	895,550	234,870	283,220
Friends, relatives	456,870	459,850	90,120	70,340
Cruise ship	60,790	55,420	4,390	6,600
Other accommodations	124,190	131,530	50,430	50,430

1/ Because of multiple responses, detail may add to more than the indicated total.

Source: Hawaii Visitors & Convention Bureau, records.